

**AMERICA'S CUP WORLD SERIES HOST COMMITTEE**  
**MEETING OF MARKETING AND PUBLIC RELATIONS SUBCOMMITTEE**

**PUBLIC SESSION**

**May 23, 2012**

The America's Cup World Series Host Marketing and Public Relations Subcommittee met on Wednesday, May 23, 2012, in Public Session, beginning at 3:00pm, at the offices of Newport & Bristol County Convention & Visitors Bureau, 23 America's Cup Avenue, Newport, RI 02840 pursuant to notice of the meeting to all subcommittee members, and public notice of the meeting, a copy of which is attached hereto, as required by the By-Laws of the Corporation and applicable Rhode Island law.

Subcommittee members present: Mr. Evan Smith (Chair), Mr. Ken Shane, Ms. Geremie Callaghan, Mr. Paul Fleming, Mr. Geoff Grout, Ms. Kim Cooper, Ms. Tina Dolen, Mr. Tom Shevlin, Mr. Rick Simone.

RIEDC staff Present: Ms. Melissa Chambers

Other guests attending: Ms. Annie Colella, Ms. Andrea McHugh

**CALL TO ORDER AND OPENING REMARKS**

Mr. Smith called the meeting to order at 3:05 p.m.

**APPROVAL OF MINUTES FROM MAY 9, 2012 MEETING**

The minutes of the May 9, 2012 were reviewed and approved by committee members. A motion was made to approve, all were in favor.

**General Discussion**

Ms. Chambers gave an update on RI Economic Development Corporation (RIEDC) activities to date. She also explained the role of the RIEDC advertising agency, the Pont Group in New York City. Ms. Chambers has received the information for the events on June 8<sup>th</sup> and June 22<sup>nd</sup> and will get approval for each respective press release ASAP. There was a discussion about the charity selected for the June 8<sup>th</sup> event and the actual breakdown of the contribution to the Tall Ship Oliver Hazard Perry. Mr. Smith said he would pass on the questions to the events committee for further clarification.

Mr. Shane briefed the committee on the Stan Honey event that was held at IYRS on May 22. He said the attendance was lighter than expected. He felt the presentation by Mr. Honey was very informative.

Mr. Simone briefed the subcommittee members on the parking and operational plans that his company has developed for the special events and the race days. Mr. Simone answered numerous questions by subcommittee members.

Mr. Smith briefed the subcommittee about his plans to reach out to the state wide hospitality industry to offer to come to their business to train them about the event. The purpose of this training would be so that employees of hotels, restaurants, stores, and attractions would be well briefed on the basic information about the America's Cup World Series (ACWS). He will encourage businesses to develop signs to display at their respective locations to welcome the event fans, race teams, sponsors and international media.

Mr. Smith, as President of Discover Newport, offered to sponsor a series of advertisements to promote ticket sales for the kick-off event on June 8<sup>th</sup>.

#### **Adjournment and Closing Remarks**

A motion to adjourn was made at 4:30 p.m. All were in favor.

The next PR/ marketing committee is scheduled for Wednesday May 30 at 3:00 p.m. at the Gateway Visitors Center.